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## D.T3.2.3 FINAL REGIONAL ACTION PLAN

**LEAD PARTNER: MUNICIPALITY OF BUDAFOK-TÉTÉNY  
(22<sup>ND</sup> DISTRICT OF BUDAPEST)**

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**YouInHerit**

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## Executive Summary

The Action Plan of Municipality of Budafok-Tétény gives rise to the implementation of one of the main aims of the district: to become the wine quarter of Budapest while preserving the local wine-making heritage by involving the youth and creating cross-sectoral linkages with local businesses and tourism.

The base of this document is a comprehensive Gap-analyses. The intervention areas described here are the results of the cooperative work between Municipality of Budafok-Tétény and the regional stakeholder group (representatives of the local youth, local businesses, non-profit and public sector). Selected actions serve to reach the following general objectives of the district:

1. Greater attractiveness of the region
2. Motivated and better-skilled youth in relation with wine heritage
3. Clear identity and branding

Linked to these 3 general objectives, this Action Plan sets out 6 specific objectives and describes 7 detailed actions which are necessary to implement to reach the above-mentioned goals. Actions are presented in a table format to ease better understanding and to help to focus on the most important requirements: the gap itself, the solution proposed, short explanation, possible responsible organization, target group, actual status, necessary cooperation, an estimated but realistic budget, an indicative timeline for the implementation and tips for the next steps.

The present Action Plan can be interesting for a local decision-making body of Municipality of Budafok-Tétény, for a local business or even for a non-profit organization dealing with the preservation of local wine-making as a cultural heritage. This document will serve as a guide to plan and implement well-selected actions in Budafok-Tétény (22<sup>nd</sup> District of Budapest) in the upcoming 2-3 years.

## Introduction

Budafok-Tétény, as the 22nd district of Budapest has a great, yet unexploited potential in relation with viticulture, wine tourism, and wine as a cultural heritage. The district nowadays serves as the southern gateway to Budapest with marked logistic functions and national road network connections (M6 highway, M0 ringroad intersection, road no. 7). It is surrounded by hills from the West, the Danube from the East. Budafok-Tétény was once



characterized by intensive grape-growing, vineyards all over the hills, and wine cultivation traditions defining wine trade as a major component of the local economy. Nowadays, vineyards are almost all gone, however, the presence of the Soós István Winery School and the unique wine cellar system still remind of the rich heritage shaping the region in the past.

A real heterogeneity of landscapes welcomes visitors in the district - while areas located closer to the Danube are dominated by industrial and commercial facilities and 10-storey blocks, by the remnants of the old townscape in the district sub-centers (Budafok, Budatétény, Nagytétény), private houses on the hills, one could have the impression of a rural area. In spite of recent and past investments, the district - especially the sub-center of Budafok - is still in need of major infrastructural and settlement image improvements.

Budafok has an ambitious vision: to become the “city of grape and wine”, one of Budapest’s main wine quarters. To attract tourists and locals by the rejuvenation and valorization of the wine heritage while increasing awareness and involvement among youngsters. Present action plan aims at listing the potential actions and activities that might be implemented in order to achieve this clear and long-term objective. The Municipality of Budafok-Tétény and other local stakeholders have already taken steps in this area but these initiatives (e.g. Wine festival of Budafok, Budafoki pincejártat, programmes of the Törley winery and champagne manufacture) need to be expanded and improved. The action plan is based on the key findings of the gap analysis included in the Regional Status Quo Analysis and Comparative Study carried out in March 2017 in the framework of YouInHerit Project, as follows:

### **1. Social and institutional gaps**

- One of the major bottlenecks of wine tourism related developments is the lack of interest and motivation among young people.
- Lack of essential knowledge and human capacity in the fields of wine-making, wine tourism, town marketing, and entrepreneurship (even though education and training institutions are available on-site).
- No regular opening hours of wineries and cellars, services/events are not available on a regular and everyday basis;

### **2. Infrastructural and spatial gaps**

- Huge distance from the inner districts of Budapest that makes it more difficult to reach the district by public transport - not only for tourists but locals as well.
- Wineries, wine cellars are dispersed all over the district; it is difficult to access some of them.
- Low level of attractiveness of public spaces, lack of a true core area, the town centre of Budafok needs significant renewal;



### 3. Marketing, communication and identity related gaps

- Local (tourism and heritage) values are less-known at local, national and international levels - unique and clear brand identity, city marketing and communication needed.
- Wine products, services, venues, events (i.e. wines bottled there, unique wine cellar systems) are not clearly connected to the district, common and institutionalized marketing activity of local entrepreneurs is poor.
- Lack of organization and information channels that could make career opportunities related to wine economy more visible and attractive to students and young adults.

The logic behind the action plan is to answer the aforementioned gaps. The Municipality of Budafok-Tétény is committed to find the best and most comprehensive solution to this complex problem already in short-term, thus, a wide range of stakeholders and partners identified earlier have been involved in the process through various events and programmes. Local wine business owners and professionals were asked what the most important skills are they expect from young people; students and young adults were interviewed how wine-making and related professions could be more attractive; institutions and organizations (College of Tomori Pál, Budapest Enterprise Agency, National Tourism Agency, etc.) were channeled and contacted to find potential co-operation opportunities; best practices on how to make a wine region successful and well-known were investigated - but most importantly, present document is a result of co-creation, common thinking. All the actions serve the long-term objective of the district: make Budafok the wine quarter of Budapest!



## Vision

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### *“Make Budafok the wine quarter of Budapest”*

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As explained above, Budafok-Tétény has defined a clear and ambitious vision. As simple as it is:

By building on local wine and champagne culture and traditions, with active engagement and contribution of the district’s younger residents, Budafok-Tétény will become one of Budapest’s well-known, popular tourist destinations. Its heritage sites will at the same time become more and more popular among locals as cultural and recreational programme venues.

This vision may appear even more ambitious if the specific circumstances are considered: there are no vineyards nor wine producing activities in the district - these facts make the way to the vision undoubtedly challenging. However, although the district lacks actual wine producing and viticulture related activities (i.e. it is not a wine region in the traditional sense), the rich cultural heritage, the venues and infrastructural assets create appropriate environmental conditions.

Keeping this vision in mind allows the district to exploit the tourism and economical potential lying in cultural heritage while it promotes wine traditions and professions among youngsters. It responds to economic, social, and infrastructural challenges at the same time. Population decline is a huge problem nowadays in Hungary - creating visible career opportunities, a huge diversity of programmes and recreational venues motivates (young) citizens to stay and attracts ones outside the district.

Different aspects of the vision (in terms of spatial impacts, youth involvement, exploitation of tourism potential) can only be achieved on the long-run. It also requires vast stakeholder and target group engagement in the actual and broader environment of Budafok, thus, motivation of entrepreneurs (wineries, accommodation industry, event organizers), entrepreneurship (the future generation) and investments (investors, decision-makers) are of key importance.



## General Objectives

In order to achieve aspects underlined in the vision and to be able to draft short/medium-term goals and actions, it is crucial to define general objectives Budafok wants to realize in 5-10 years. These general objectives highlight the most important and strategic elements the district can and should achieve. General objectives derive from the findings of the SWOT and GAP analysis stated in the RSQA.

Budafok has defined three general objectives:

### GO1. A greater attractiveness of the region

Attractiveness of a region is a complex and not clearly defined notion. In the case of Budafok, low level of attractiveness is mostly related to:

- bad accessibility (both the district itself and some wine related venues);
- low number of attractive public and recreational spaces;
- no integrated settlement image;
- lack of attractive, high-quality and regular programmes/services that match the needs of tourists as well as locals.

### GO2. Motivated and better-skilled youth in relation with wine heritage

Another huge tackle of becoming Budapest's wine quarter is the lack of motivation and skills amongst young people regarding wine as a craft. This attribute also consists of numerous different issues. Although there is a Winery Secondary School in the district, students don't get the appropriate and useful knowledge about wine-making, wine producing. This is also true about entrepreneurship and tourism (hosting events, presenting wines, etc.).

Another important aspect is the lack of motivation - not only do teens and young adults not possess required training, but they are also under-motivated. Job and career opportunities are not communicated well enough which also reduces the level of interest.

By increasing both motivation and knowledge, Budafok-Tétény creates the base of locally needed expertise and staff. This contributes to the improvement of employment rate while matching the local labor demand and supply.



### G03. Clear identity and branding

This general objective is highly related to the low level of attractiveness. Nowadays, Budafok-Tétény is not a well-known wine destination - even citizens of Budapest barely know about the rich wine culture and traditions the district can offer.

Lack of resources integrated visual and marketing communication, and a clear message to deliver resulted in low brand awareness. Not only does this apply to the district as a whole but also to local wine related spots, businesses that do not take common actions. The level of co-operation is low.

Defining a clear communication message, enhancing and reinforcing it to attract tourists and visitors by using the right communication tools can lead to a widely known and famous tourist attraction and wine destination on the long run.



## Specific Objectives

Now that the longer-term general objectives are laid down, it is important to examine what we want to achieve within 2-5 years and to specify the specific objectives of Budafok-Tétény. Each general objective can be achieved through a number of specific objectives.

### GO1. A greater attractiveness of the region

#### S01. Better accessibility

Improvement of accessibility has two main aspects: a better connection to the city center needs to be guaranteed while ensuring the approachability of different local venues is just as important.

#### S02. Appealing public spaces and programmes, services

The district strives to be a place where people (both tourists and locals) like to spend their free time: it requires physical attractiveness through renovated and well-organized infrastructure, meeting points, but high-quality supply and content is also a key issue.



## GO2. Motivated and better-skilled youth in relation with wine heritage

**S03. Clear career and job opportunities in regards of wine tradition**

In order to increase the motivation and interest in wine culture, Budafok-Tétény wants to make the related job opportunities and career paths more visible.

**S04. Training opportunities reflecting on labour demand**

With the help of formal and nonformal education, young people will have a profound knowledge of wine traditions, wine producing, and entrepreneurship allowing them to get employed or start their own business.

## GO3. Clear identity and branding

**S05. Budafok-tétény has a unique, easy-to-recognize message and character**

By listing all its attractions and strengths, the district elaborates a clear visual and communication message (USP - unique selling proposition) that is catchy and can be spread around easily.

**S06. Communication expertise and human resources are available**

A good brand in itself is not enough. Well-trained human capacity that can make sure the communication message gets to the right audiences is crucial, too.



The following table summarizes and illustrates the logic behind the aforementioned goals:





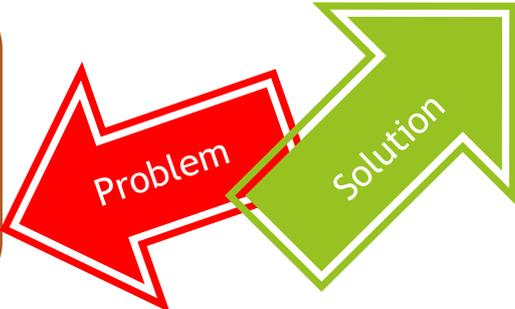
## Actions

After specifying the goals, the region wants to achieve in the short/long-term, it is essential to name all the activities and actions that can/should be done in order to realize them. Budafok-Tétény prepared the action plan according to their specific objectives. The responsible partners, possible stakeholders and target groups were identified for each action; the descriptions contain the actual status, respective budget and next steps to take for successful implementation.



**Action 1.1**  
*Ensuring accessibility to wine cellars, wineries dispersed all over the district*

*Status quo: The wineries are dispersed at big distances from each other in the district, lack of transportation between them.*



Respective general objective	GO1. Greater attractiveness of the region
Respective specific objective	SO1. Better accessibility
Explanation	<p>Budafok-Tétény Municipality aims to solve the problem of the limited accessibility of wineries and cultural heritage sites of the district.</p> <p>Therefore, the municipality will launch and maintain a local cellar line regularly. The bus will run every first Saturday of the month throughout the year and will reach the cooperative and participating cellars.</p> <p>To ensure professional guidance on the line, graduated wine tourism assistants - trained within the pilot action of the YouInHerit project - with strong local knowledge will be working on the buses as tour leaders.</p> <p>Furthermore, each occasion (12 in a year) will have a special theme attracting the target groups with different areas of interest. The planned themes are e.g.: local Bulgarian nationality, local traditional wine music, Greek cultural heritage and connections, swing and wine, operetta and wine. Based on their experience from the YouInHerit project the municipality aims to place strong emphasis on the communication and promotion activities. A unique but comprehensive tourism website will be launched and maintained by the municipality where the information and events linked to the cellar line will be promoted. What is more, three mini-festivals with concerts are planned to be organized linked to the cellar line.</p> <p>The regular cellar line will be maintained 100 % by the municipality in the first year. After a year of operation all the relevant actors (owners of the cellars, service providers, decision-makers) will sit together to discuss and examine other financing instruments and possibilities.</p>
Responsible organization	Budafok-Tétény Municipality
Target groups	<p>local citizens</p> <p>citizens of Budapest</p> <p>students</p> <p>young adults</p> <p>youth trained within the pilot action of YouInHerit</p> <p>optionally, tourists coming to Budafok</p>

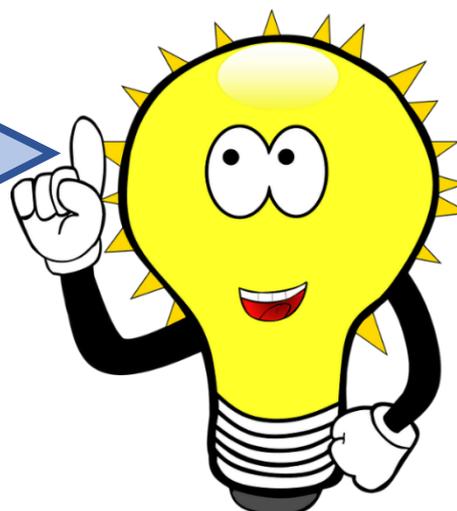


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Actual status	<p>According to the learnings of the YouInHerit project the 1-year plan of the action is ready. It is approved and confirmed by the decision-makers.</p> <p>The cellar line service was launched on the first Saturday of January 2019.</p> <p>Special themes of the events are under finalization.</p> <p>Additional promotional activities like the tourism website of the district and the mini-festivals are under preparation.</p>
Necessary Cooperation	<p>Involvement of local wine-makers and wineries is crucial. A good and strong cooperation formed between these actors and the municipality during the different events organized within the YouInHerit project.</p>
Estimated budget	23 million HUF
Indicative time line	March 2019 - December 2019

**Next steps**

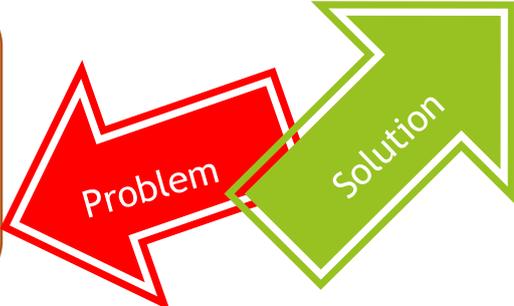
- Identify and use the possible promotional channels.
- Launch the tourism website of the district
- Organise the events linked to the cellar line
- Strengthen the cooperation with the different actors - youth, wine-makers, wineries, decision-makers, etc.
- Identify the possible financial instruments and agree on the financing methods for the future.





**Action 2.1**  
*Ensuring regular opening hours, high-quality services among wine related businesses*

*Status quo: Local wineries are not on the same standards and do not have regular opening hours interfering their recognition and popularization*



Respective general objective	G01. Greater attractiveness of the region
Respective specific objective	SO2. Appealing public spaces and programs, services
Explanation	<p>Budafok-Tétény Municipality aims to improve the attractiveness of the wineries in the district. Therefore, it was decided that the municipality should support the wineries to have regular opening hours and in raising the quality of their services.</p> <p>Given the good relationship formed between some wineries and the municipality during the YouInHerit project, it is agreed that the wineries will be opened on every first Saturday of the month throughout the year when the cellar line operates.</p> <p>Working in strong cooperation with the local winery school, the municipality will use the opportunity to hire well-trained wine-tourism assistants to act as tour leaders on the cellar line. By providing a high-quality service on the cellar line the municipality facilitates the development of the image of a high-quality local wine industry, as well.</p> <p>According to the experiences, high-quality wineries are more active and put more effort on their promotional activities, as well. Working in cooperation with the municipality, they will have the possibility to promote themselves at the mini-festivals and on the tourism website of the district maintained by the municipality. There will be an event calendar, the so called “WineProgram” on the website, including all the local events organized and promoted by the wineries as well.</p> <p>A Wine List with all the high-quality wines produced by the local wineries will be published in every year. It will be available in local restaurants and tourism service providers.</p> <p>The municipality aims to support the further development of local wineries with several different instruments e.g.: give promotional facilities, organize special events for the wider public with the participation of the wineries, maintain the cellar line.</p>
Responsible organization	Budafok-Tétény Municipality
Target groups	businesses in relation with wine-making marketing service-providers every generation of local citizens youth trained within the pilot action of YouInHerit
Actual status	It is agreed that the wineries will be opened on every first Saturday of the month throughout the year when the cellar line operates. Organization of more frequent regular opening hours is under discussion.

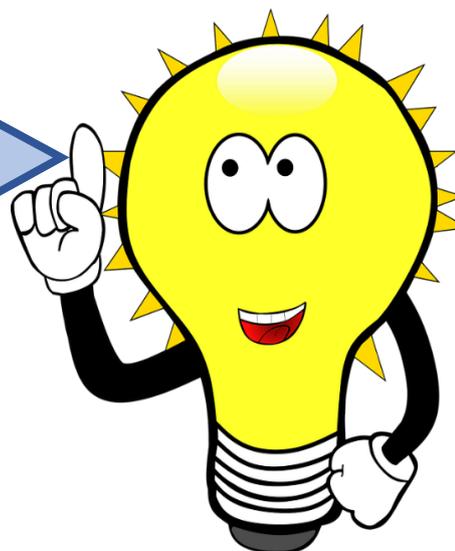


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	Promotional possibilities - appearance on the district's tourism website and appearance on local events, Wine list - are ensured. The continuous involvement of these actors during the planning and organizational process of the cellar line is essential. Cooperation should be still strengthened between the wineries.
Necessary Cooperation	Suggested to strengthen cooperation among local wineries.
Estimated budget	cc. 1-1,5 million HUF (additionally to Action 1.1)
Indicative time line	January 2019 - December 2019

**Next steps**

- Organizing thematic workshops, informal discussions to facilitate cooperation among wine-makers
- Needs analysis among local citizens in order to know their needs for services of good standards
- Preparation of a BorProgram („WineProgram”) calendar with youth involvement
- Launch the tourism website of the district
- Organise the events linked to the cellar line
- High quality performances by local youth at local wineries





**Action 3.1**  
*Establishing information platforms, events*



Respective general objective	GO2. Motivated and better-skilled youth in relation with wine heritage
Respective specific objective	SO3. Clear career and job opportunities in regards of wine tradition
Explanation	<p>Within the YouInHerit project the local winery school and the municipality had the possibility to promote the newly established local training of wine-tourism assistants. Without the YouInHerit project the district faced with the lack of information flow and the lack of institutional channels to provide networking opportunities and carrier perspectives to the youth. Based on the experience gained within the YouInHerit project the local winery school and the municipality aims to establish a well-operating communication platform with the use of different communication instruments.</p> <p>The Soós István Wine Making Secondary School will be responsible for the continuous direct communication of the wine-related trainings available in the district towards the youth. They will promote their trainings through regular visits of schools on different levels.</p> <p>In addition to this, the municipality will be responsible for higher-level of communication and promotional activities:</p> <ul style="list-style-type: none"> <li>• lobby towards the decision makers</li> <li>• on the municipality's website</li> <li>• at local wine-related or other events where the youth is presented</li> <li>• on the buses of the cellar line</li> <li>• attendance at regional or national level events, fairs and festivals</li> </ul> <p>Furthermore, the municipality realized that it is important to support informal discussions on the topic among the youth with the involvement of the graduated wine-tourism assistants.</p>
Responsible organization	Budafok-Tétény Municipality Soós István Wine Making Secondary School
Target groups	local youth students before career choice career leavers interested in wine making
Actual status	<p>The first training was organized during the YouInHerit project and also the conclusions were discussed among the organisers, the teachers and the students.</p> <p>The winery school and the municipality are working on the establishment of the best suitable information platform. The winery school will provide a continuous information-desk and the municipality will use all the communication events to promote local wine-related possibilities.</p> <p>The municipality already has elaborated its clear plan on the promotion of the wine-related training possibilities within the district.</p>

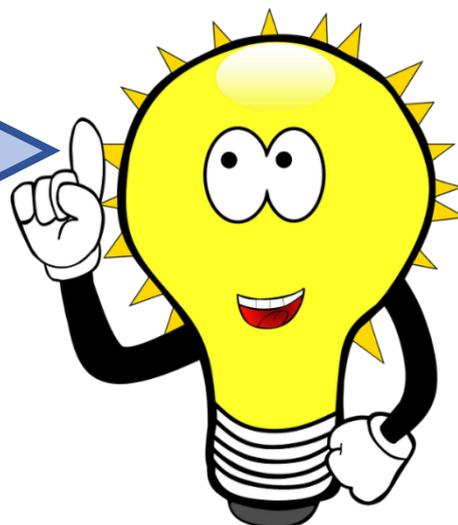


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Necessary Cooperation	Suggested to strengthen the cooperation between the youth and local wine makers.
Estimated budget	1-2 million HUF/year
Indicative time line	April 2019 -April 2020

**Next steps**

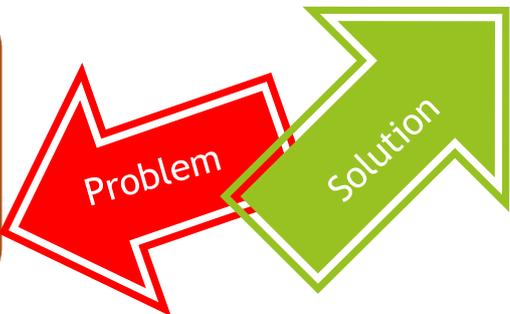
- Visit the schools and the events and promote the training as well as the profession
- Strengthening cooperation between professionals and students
- Support informal discussions on the topic among the youth with the involvement of the graduated wine-tourism assistants





**Action 4.1**  
**PILOT - MODUL A**  
*Organizing trainings, knowledge-sharing platforms*

*Status quo: Students do not get the knowledge needed for wine making related professions. The district is not able to take advantage of its potential in wine making.*



Respective general objective	GO2. Motivated and better-skilled youth in relation with wine heritage
Respective specific objective	SO4. Training opportunities reflecting on labor demand
Explanation	Graduating students in wine making do not have appropriate technical knowledge, thus vineries cannot recruit them despite of the labor shortage.
Responsible organization	Budafok-Tétény Municipality Soós István Wine Making Secondary School
Target groups	local youth, youth students before career choice career leavers interested in wine making
Actual status	The training was implemented successfully. 23 students graduated as wine tourism manager assistants. Afterlife promotion is under process.
Main points of the tested pilot action	<p><b>Aims of the training:</b> The aim of the training is to provide the trainees with basic knowledge in various fields related to wine making. The trainees also get acquainted with the basics of wine tourism, wine making, event management and business planning. By the end of the training trainees will be able to organise and implement complex touristic event; and to create, lead and operate their own enterprise. As managers and/or assistants they will have the necessary skills to represent added value with their work. They will be able to understand the local market, design their product range and understand the various complex processes of a wine making enterprise, as well as managing professional relations with other actors of the tourism market.</p> <p><b>Preparation:</b></p> <ul style="list-style-type: none"> <li>• Elaboration a detailed curriculum with the involvement of stakeholders, schools and professionals/potential presenters</li> <li>• Search for relevant practicing professionals and trainers to be invited as presenters</li> <li>• Search for possible places where field-work can be organized</li> <li>• Search for advertising opportunities</li> </ul> <p><b>Implementation:</b></p> <ul style="list-style-type: none"> <li>• The training was advertised in schools, universities, local festivals and events, through TV and radio appearances</li> <li>• The training was launched in February 2018</li> <li>• 35 students started the training</li> <li>• The curriculum contained the following lectures (200-240 hours):</li> </ul>



	<ul style="list-style-type: none"> <li>○ The purpose of wine culture</li> <li>○ Introduction of the world's wines</li> <li>○ Grape processing, the making of white wine</li> <li>○ Red wines, rosé, schiller</li> <li>○ Local history</li> <li>○ Cellar operations</li> <li>○ Cheese and wine</li> <li>○ Young wine maker workshop</li> <li>○ Practice on the Cellar Shuttle</li> <li>○ Marketing basics, tourism</li> <li>○ From idea to entrepreneurship</li> <li>○ Wine marketing</li> <li>○ Basics of economics, business plan</li> <li>○ Urban development</li> <li>○ Service management</li> <li>○ Event management</li> <li>○ Wine tourism, hospitality</li> </ul> <ul style="list-style-type: none"> <li>● Several field-work opportunities were organized linked to the different lectures</li> </ul> <p><b>Result:</b></p> <ul style="list-style-type: none"> <li>● The training ended in June 2018</li> <li>● 23 students were successfully graduated and earned their certificate</li> <li>● 8 students became employees right after they received their certification</li> </ul> <p><b>Afterlife:</b></p> <ul style="list-style-type: none"> <li>● Continuous roadshow advertising the training with the participation of the graduated students</li> </ul>
Success factors	<ul style="list-style-type: none"> <li>● Find the demand of the market and check your idea with the potential employers</li> <li>● Offer complex training which gives integrated knowledge</li> <li>● Offer not only lexical but mainly practical knowledge</li> <li>● Involve practicing professionals as trainers/presenters</li> <li>● Advertise where the target group is</li> </ul>
Key actors to be involved	<ul style="list-style-type: none"> <li>● Practicing professionals</li> <li>● Relevant stakeholders</li> </ul>
Useful tips	<ul style="list-style-type: none"> <li>● Clarify the English language knowledge and level needed for entering the training in time</li> <li>● Prefer in person communication with the youth to be involved</li> <li>● Use easy to reach communication platforms (e.g. Messenger group) with the students</li> <li>● Always be up-to-date when providing information to the youth about the training (courses, notes etc.)</li> <li>● Consider if University level knowledge or trainers from universities are needed or not for that specific topic</li> </ul>
Necessary Cooperation	<ul style="list-style-type: none"> <li>● Continuous good cooperation with the youth</li> <li>● Involvement and strong cooperation with wine makers, practicing professionals</li> <li>● Cooperation with potential presenters, trainers</li> </ul>
Sustainability	<p>The success of the training shows the demand for these kinds of complex trainings. Some students were employed right after they received their certificate.</p> <p>By the correction of teething problems of the pilot training and strengthening its attractiveness, it can be further developed.</p> <p>After further development the training will be ready for accreditation and to be offered for fee.</p>



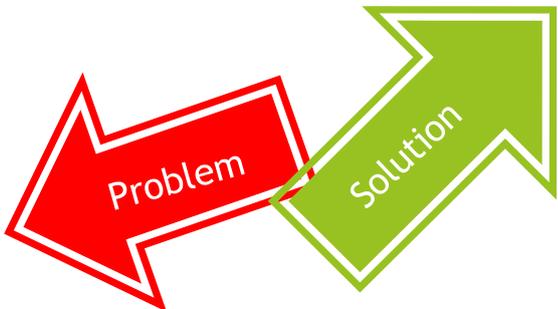
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Next steps	<ul style="list-style-type: none"><li>• Training content to be further detailed and developed with the involvement of the youth and practicing professionals</li><li>• Accreditation of the training</li><li>• Organize new trainings for fee</li></ul>
Estimated budget	25.500 EUR
Indicative time line	February-June 2018



**Action 5.1**  
**PILOT - MODUL B**  
*Supporting bottom-up activities, organization of idea contests*

*Status quo: Budafok-Tétény do not have an integrated, well-known and legitim message towards its citizens. Civil organizations do not participate in cultural heritage preservation and valorization.*



Respective general objective	GO3. Clear identity and branding
Respective specific objective	SO5. Budafok-tétény has a unique, easy-to-recognize message and character
Explanation	Local citizen involvement is needed to identify and legitimate a message in order to become well-known for the wider audiences.
Responsible organization	Budafok-Tétény Municipality
Target groups	<ul style="list-style-type: none"> <li>• every generation of local citizens</li> <li>• civil organizations</li> <li>• cultural institutions</li> </ul>
Actual status	The idea contest was implemented successfully. Afterlife promotion is under process.
Main points of the tested pilot action	<p>Preparation:</p> <ul style="list-style-type: none"> <li>• Brainstorming on the exact details about the idea contest with winemakers, marketing and urban development experts <ul style="list-style-type: none"> <li>○ It is essential to describe in detail what we expect from the candidates,</li> <li>○ Also, we wanted to find the golden mean and not to restrict the ideas</li> </ul> </li> <li>• Discussions on the prize <ul style="list-style-type: none"> <li>○ We took into consideration that the prize should be in line with the value of the content of the idea contest</li> <li>○ For higher prizes, we had to find sponsors</li> <li>○ it was important that the prize is reasonable for the sponsor and attractive for the applicant</li> </ul> </li> <li>• Search for possible and relevant jury members <ul style="list-style-type: none"> <li>○ The aim was to boost the status of this idea contest by choosing well-known local and regional professionals (head of wineries, high-level marketing professionals, high-level city developers, potential investors)</li> </ul> </li> <li>• Search for advertising opportunities <ul style="list-style-type: none"> <li>○ We considered 2 approaches: <ul style="list-style-type: none"> <li>▪ To attract as many candidates as possible: e.g: appearance in regional and national radio and TV</li> <li>▪ To attract youth: e.g: to promote on festivals, Facebook, etc.</li> <li>▪ To attract local youth: e.g: visit them where they are (schools, local festivals, events, etc)</li> </ul> </li> </ul> </li> </ul> <p>Implementation:</p>



- Main requirements of the idea contest:
  - contribution to the widespread introduction of wine and champagne making in Budafok
  - identifying both Budafok and the related traditional crafts
  - fostering to gain professional winemaking and the related community experiences with the involvement of youth
  - serving professional cooperation of wineries and other stakeholders
- The idea contest was announced on 5 July 2018 to the youth (age 16-32) on city marketing and branding linked to the traditional wineries and viticulture utilization of Budafok
- Prizes were provided by the sponsors (stakeholders, wineries, Törley Champaign Cellar Ltd., Hungarian Tourism Agency):
  - 300.000 HUF for the winner
  - 200.000 HUF for second place
  - 100.000 HUF for third place
  - winery package as a special prize
- The jury members were well-selected among our stakeholders, national and local authorities, sectoral agencies, local entrepreneurs (winemakers)/SMEs and a university:
  - project leader of YouInHerit
  - vice mayor of Budapest
  - Deputy State Secretary for the Implementation of the Development of Budapest and the Agglomeration of the Budapest Metropolitan Area
  - Törley Champaign Cellar Ltd.
  - Hungarian Tourism Agency
  - Moholy-Nagy University of Art and Design and Development
  - Corvinus University of Budapest Faculty of Business Administration Department of Small Business Development Center
  - local wineries
  - local design and art offices
  - students who attended the winemaking assistant training
- The idea contest was advertised:
  - by the stakeholders at different platforms
  - by the students who attended the winemaking assistant training in person
  - through TV interviews, radio interviews, online PR article, leaflet, social media
  - on festivals and events where the youth were
  - at schools where the youth were
  - through local and regional voluntary services which are open to all young people in person and via direct messages

**Result:**

- Deadline for the submission was 5<sup>th</sup> October
- In total 12 (6 individual and 6 team) project idea applications arrived in the jury by 5 October 2018. In terms of thematic content, the applications can be broken down to the following topics:
  - online and offline marketing ideas, new website design ideas
  - logo and image design ideas (from just one logo idea to a whole branding idea with different logo options, e.g. gift bag ideas)
  - outdoor installation idea embedded in cobblestones connecting wineries, popularizing the wine culture in Budafok with creative ideas
  - a puzzle game route through Budafok which connects the wineries of the district while giving information about them

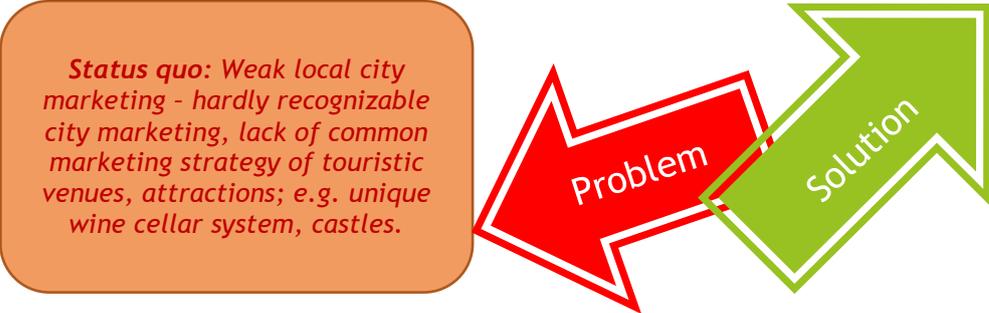


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	<ul style="list-style-type: none"> <li>• Each application got a score from each member of the jury which led to the pre-selection of the 5 most points scored project ideas. These 5 ideas were later presented to the jury and the wider public in frames of a dissemination event in Budafok on 19 October 2018.</li> <li>• The pre-selected project ideas were presented by the youth to the jury and the audience (15 minutes/each). They presented their innovative ideas on city marketing strategies and/or branding linked to the traditional craft of Budafok.</li> <li>• 3 winners and 1 special prize were announced</li> </ul>
Success factors	<ul style="list-style-type: none"> <li>• to have a leader who is committed to the project/action</li> <li>• jury members to be chosen among well-known local and regional professionals</li> <li>• the prize to be reasonable for the sponsor and attractive for the applicant</li> <li>• advertise where the target group is</li> <li>• involve all the relevant stakeholders</li> </ul>
Key actors to be involved	Well-known local professionals from different but relevant thematic areas.
Useful tips	<ul style="list-style-type: none"> <li>• Start to find sponsors and jury members at an early stage</li> <li>• Regular communication with the jury members</li> <li>• Find the target group and contact them directly in person where they are</li> </ul>
Necessary Cooperation	Involvement of youth and local civic organizations suggested.
Sustainability	<ul style="list-style-type: none"> <li>• Implementation of the best, potential ideas of applicants with the involvement of young applicants and stakeholders in the field of marketing/branding linked to the viticulture utilization of Budafok-Tétény</li> </ul>
Next steps	<p>The quality of the applications shows that there is a relevance of organizing idea contest when it comes to tradition-based city development.</p> <p>The well-established cooperation with the stakeholders, local wineries, entrepreneurs, SMEs, tourism-marketing professionals and local and regional authorities allows the municipality to organize similar city competitions which addresses local youth and aims local tradition-based city development.</p>
Estimated budget	26 500 EUR
Indicative time line	July-October 2018



**Action 5.2**  
**Definition of an integrated visual identity and communication message**



Respective general objective	GO3. Clear identity and branding
Respective specific objective	SO5. Budafok-Tétény has a unique, easy-to-recognize message and character
Explanation	<p>A year ago, the district faced with the lack of integrated visual identity, slogan which could make the district more appealing, interesting. Therefore, the city marketing was very weak.</p> <p>Based on the results of the idea contest organized within the YouInHerit project, the municipality contracted a marketing expert to design the visual identity of the district and to launch the tourism website of the district in cooperation with the young winners of the idea contest.</p> <p>The municipality is planning to hire the participants of the idea contest who gained the highest score during the contest. With their involvement, the creative content and the continuous development of the planned website with the related social media sites will be ensured. Among their tasks, they will meet relevant local wineries and stakeholders to gain updated information on traditional wine-making in the district. By doing so, they would connect the municipality with wineries, ensuring proper flow and exchange of information. In addition, youth know exactly how to target other youth via online channels (incl. social media) effectively, which will ensure to spread out a targeted message which is unique and easy-to-recognize.</p> <p>In this way a new visual identity of the district will be announced soon in 2019, financed by Budafok-Tétény Municipality.</p>
Responsible organization	Budafok-Tétény Municipality
Target groups	<p>every generation of local citizens</p> <p>civil organizations</p> <p>cultural institutions</p> <p>tourists and visitors</p> <p>youth participated in the pilot action of YouInHerit (winners of the idea contest)</p>

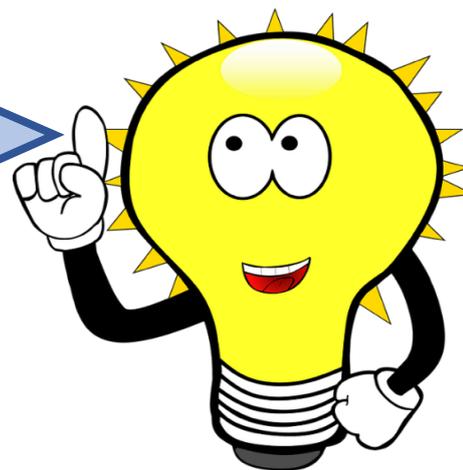


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Actual status	<p>The design of the visual-identity and the website is ready to be announced. The municipality will hire the participants of the idea contest for the content development tasks of the website. The discussions with the possible employees are in progress.</p> <p>Furthermore, the municipality is planning to hire a marketing expert who will act as a mentor and will help and coordinate the new team members.</p>
Necessary Cooperation	Suggested to strengthen the cooperation among local citizens and experts in marketing and tourism.
Estimated budget	15-17 million HUF
Indicative time line	December 2018 - September 2019

**Next steps**

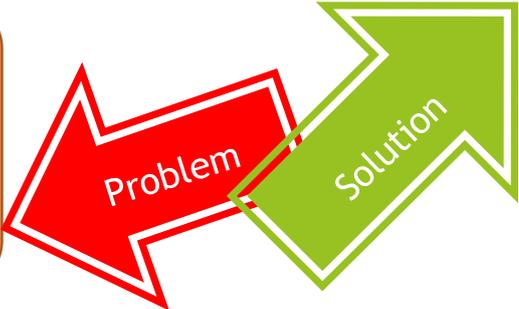
- To announce the newly designed visual-identity and launch the tourism website of the district
- To hire the young participants of the idea contest for the content development tasks of the website





**Action 6.1**  
**Recruitment of social media/city marketing experts**

*Status quo: The district and local citizens do not have an integrated local identity, local cooperations are weak in the field of marketing and joint developments.*



Respective general objective	GO3. Clear identity and branding
Respective specific objective	SO6. Communication expertise and human resources are available
Explanation	<p>Since there was no integrated visual identity with lack of joint communication message and a promotion platform, the Municipality does not have a social media/city marketing expert.</p> <p>However, it is agreed within the municipality that in order to achieve a high-level communication, promotion and marketing of the district linked to the traditional craft of wineries, a highly-experienced professional is needed to be hired.</p> <p>The communication could be further boosted with the creative ideas of youth, involving especially those who were trained and/or participated in the pilot action of YouInHerit. E.g. during the idea contest, youth submitted their innovative ideas on the district's marketing strategy linked to traditional wineries and wine-making.</p> <p>Their strategies included new approaches and novel tools which could be used in close cooperation with a highly-experienced professional.</p>
Responsible organization	Budafok-Tétény Municipality
Target groups	<ul style="list-style-type: none"> <li>every generation of local citizens</li> <li>civil organizations</li> <li>cultural institutions</li> <li>tourists and visitors</li> <li>youth participated in the pilot action of YouInHerit</li> </ul>
Actual status	Discussions on the recruitment of social media/city marketing expert is in progress.

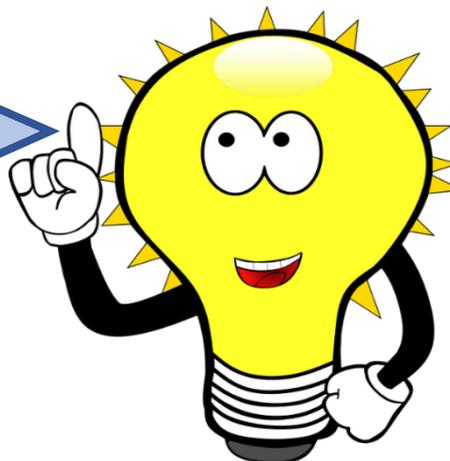


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Necessary Cooperation	Suggested to strengthen cooperation between local winemakers and communication experts.
Estimated budget	6 million HUF /year
Indicative time line	May 2019- May 2020

**Next steps**

- Identifying and involving local opinion leaders of social media
- Involving well-known and active local personalities
- Social media campaign *involving youth*



**Timeline**



Once the set of actions is established (as well as the general and specific objectives), these may interfere each other and thus be integrated. Mostly, they require different energies to be carried out, thus a priority list in the form of a timeline should be implemented. If possible, a budget should be defined for each Action carried on. The timeline should define who is responsible for what and who needs to be involved.

At the same time, actions may be short or long as well as cheap or expensive. This should be put clearly in the timeline to make clear to all actors how and when objectives can be really achieved.